KENT ECONOMIC COMMISSION INC.

2000-2001
ANNUAL
REPORT

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KENT REGION

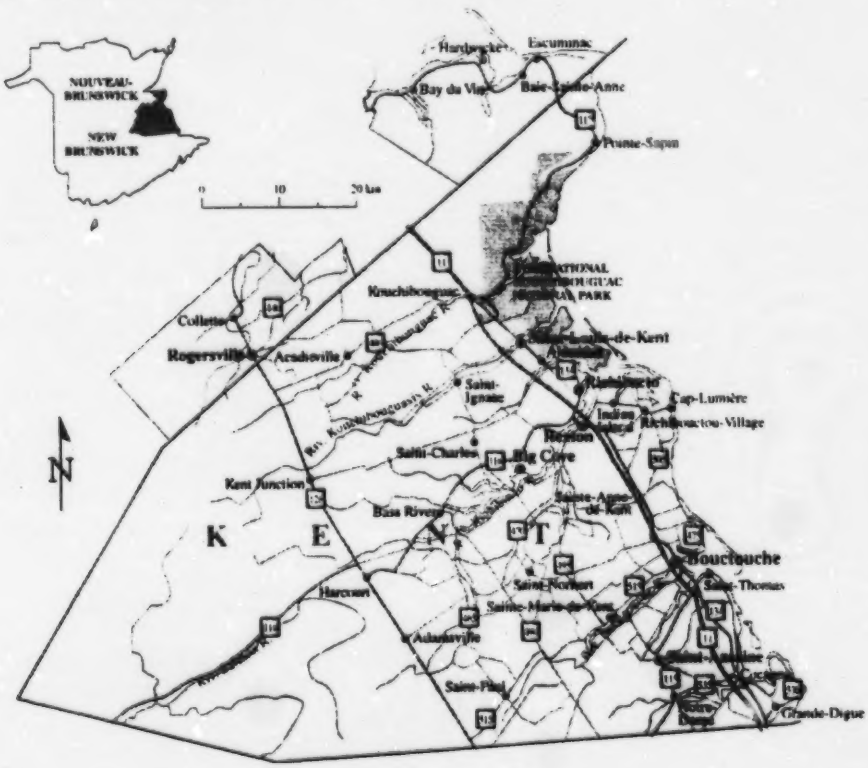
Located on the eastern coast of the province of New Brunswick, the Kent Region borders the Northumberland Strait and encompasses a 5,149-square-kilometer area of coastline, rivers, estuaries, valleys, wide agricultural landscapes, peat bogs, marshlands, and forests.

The Kent Region is much more than a nice place to visit. Its geographical location and positive development potential provide a favorable climate for economic expansion. A warm social and cultural environment characterizes the Kent Region. The region has a versatile bilingual work force in addition to a vast array of natural resources.

The Kent Region offers many advantages that are appreciated by entrepreneurs, visitors, and residents such as its seaside environment, a competitive cost of living, and its proximity to major urban centers.

The Kent Economic Commission's territory covers all of Kent County, as well as the civil parishes of Rogersville and Hardwicke in Northumberland County, as shown on the map.

Thus defined, the Kent Region has a population of 37,551 (1996 Census) inhabitants within some 22 communities ranging from 300 to 3,000 in size.



President's Remarks

Board of Directors

Staff

PRESIDENT'S REMARKS

On behalf of the Kent Economic Commission's (KEC) Board of Directors, it is my pleasure to present our 2000-2001 annual report.

Looking back over the past year, it can be characterized as significant, gratifying, and of important change. The Kent Region is well known as a region with pride, strong entrepreneurial spirit and as being very innovative. From a rural perspective, the region faces many challenges, which are not always easy to overcome. The ongoing success of the Kent Region must always be attributed to the dedication of the people, as well as the business and community leaders who contribute to community economic development and the overall quality of life. We must be proud of our accomplishments and must continue working hard in the future to ensure the long-term economic growth of the Kent Region.

As the KEC concludes its 25th anniversary activities, it is with great pride that the business and community leaders can look back on the many accomplishments and challenges of the past quarter-of-a-century!

This year also marks the conclusion of the implementation of the socio-economic Kent Region Economic Development Strategy. The goals set forth to create 750 new jobs over a five-year period were achieved. Based on the information available to date, 1,821 new jobs were created. It is important to note that job creation objectives were targeted in four specific sectors (manufacturing, tourism and retail, information technology and service). Out of those 1,821 new jobs, 1,121 were created in these targeted sectors. Congratulations are in order to all business and community leaders, as well as to the many service providers at all levels of government.

The task is not over. We must continue to work hard and support individuals and existing companies in the creation and growth of their businesses. The planning process, involving broad community consultation, should begin in the fall of 2001 to prepare the next wave of community-based economic development strategy planning.

Of the many accomplishments in which the KEC was directly involved, I would like to share the following highlights of the past fiscal year:

Client Services and Results

The The KEC's staff provided services to 475 clients, of which 240 (51%) were individuals wishing to start a new business and 235 (49%) were existing companies working on expansion projects. A total of 85 applications were submitted for funding to various government programs for a total amount of $11,108,290, thus resulting in the creation of 557 new jobs in the region. Based on information to date, the total employment for the **1,526** Kent Region companies for the last year was **10,726**.

Business Development

The KEC continues to play a leadership role in a variety of economic development activities, which greatly impact the overall growth of the Kent Region. The KEC accomplished the following:

- Was a lead force in implementing the Kent Region 1996-2001 Economic Development Strategy. The KEC partnered with Kent Region businesses and community leaders in the implementation of the Kent Region private sector-driven cooperative marketing plan, as well as sector development and entrepreneurship activities.
- Provided valuable support to Kent Region private sector non-profit organizations (chambers of commerce, individual municipalities for local strategies, and regional groups).
- Coordinated the network of Kent Region service providers, TEAM KENT, which regroups six provincial and federal departments and three regional economic development organizations. The mandate of this group is to stimulate job creation in growth sectors through a common integrated work plan for the Kent Region.
- Managed two industrial parks located in Bouctouche and Richibucto-Rexton.

Restructuring of New Brunswick REDCs

The Lord government has opted to restructure the existing regional economic development commissions. A more community-based approach to economic development has been put forth as the new **vision**. The government plan is to empower people and communities through greater local decision-making. Additional resources will be provided to the new agencies in order to implement a mandate that includes client services, business development and human resource development elements. These new Community Economic Development Agencies will be in place in the fall of 2001.

The KEC welcomes this change and especially the additional resources that will be available to the Kent Region. Our only regret is not having been more directly involved in the planning process of these new agencies. We are convinced that the Kent Region experience could have provided valuable insight.

Special Thanks

At this time, I would like to personally thank those whose valued efforts were instrumental in ensuring such a successful year:

To my colleagues on the Board of Directors and the special committees, thank you for your commitment, guidance, and leadership.

To the municipalities of Bouctouche, Rexton, Richibucto, Rogersville, Saint-Antoine, and Saint-Louis-de-Kent; Business New Brunswick (BNB); and the Atlantic Canada Opportunities Agency (ACOA), thank you for your ongoing financial support which is greatly appreciated.

To the other economic partners, organizations, government representatives, elected representatives, and especially the members of TEAM KENT (ACOA, BNB, Agriculture, Fisheries and Aquaculture, Human Resource Development Canada, Training and Employment Development, Family and Community Services, Kent District Planning Commission, and ADEL-Kent-LEDA), thank you for sharing the task of fostering economic growth in the Kent Region. We depend on your partnership to help us achieve the Kent Region's economic development goals.

Special thanks to the KEC's staff, Guy Léger, general manager; Pierrette Williams, senior development officer; Diane Allain, administrative assistant; and Murielle Dallaire, part-time secretary. Year after year, you continue to support the KEC and this region with your outstanding devotion and leadership. Your exceptional contribution merits our highest respect and sincere gratitude.

Special thanks are also extended to our various technical staff who worked on special projects throughout the year.

Conclusion

The next fiscal year will mark the end of an era. The commissions as we know them will no longer exist. We must nevertheless move forward and embrace the challenges ahead. I, personally, look forward to the concept of communities being empowered to contribute and play a greater role in the overall development of the region. I must admit that we are not strangers to this new concept, since the Kent Region has been involved in a similar approach since 1994. The Kent Region should, therefore, thrive even more in a community economic development environment.

After celebrating our 25th anniversary, it is ironic that we will be saying good-bye to the Kent Economic Commission Inc. forever. I, personally, would like to thank everyone involved in this organization over the past 25 years.

Again, thank you for the trust you have placed in us.

Shelley Beers
President

BOARD OF DIRECTORS

Municipal Directors / Alternates

Town of Bouctouche	André Goguen / Hector Maillet
Village of Rexton	Jean Hudson / Denise Kavanagh
Town of Richibucto	Martin LeBlanc / Gilles Belleau
Village of Rogersville	Noëlla Maillet / Gilbert Perreault
Village of Saint-Antoine	Justin Cormier / Paul-Emile Cormier
Village of Saint-Louis-de-Kent	Carmen Daigle / Arnold Vautour

Nonmunicipal Directors

Three-Year Term

Kent-North	Roberte Gallant
Kent-Centre	Robert Lamkey (who replaced Lori LeClair)
Kent-South	Rose-Marie Haché

Two-Year Term

Kent-North	Paul Thébeau
Kent-Centre	Shelley Beers
Kent-South	Raymonde de Grandpré

One-Year Term

Kent-North	Jean-Claude Johnson
Kent-Centre	Garth Lawson
Kent-South	Roger Després

Nonvoting Members

Business New Brunswick	Serge Doucet (who replaced Michel Albert)
Atlantic Canada Opportunities Agency	Claire Dulong (who replaced Michelyne Paulin)

Executive Officers

President	Shelley Beers
Vice President	Garth Lawson
Secretary	Justin Cormier
Treasurer	Roberte Gallant

From left to right - seated: Justin Cormier, Roberte Gallant, Shelley Beers, Jean Hudson, Gilles Belleau.
Second row - standing: Raymonde de Grandpré, Noëlla Maillet, Rose-Marie Haché, Roger Després, Michel Albert, Jean-Claude Johnson, Lori LeClair, Carmen Daigle, Garth Lawson.
Absent: André Goguen, Michelyne Paulin, Paul Thébeau.

STAFF

Guy Léger, General Manager

Guy joined the KEC in June 1988 as a development officer. He has held the position of General Manager since May 1993, after gaining a total of 18 months experience as Acting General Manager. Guy obtained a Bachelors Degree in Business Administration from the Université de Moncton. He also received his economic developers designation from the Economic Developers Association of Canada in November 1999.

Pierrette Williams, Senior Development Officer

Pierrette Williams assumed the position of development officer in 1996. In 1997, she obtained her Bachelor's Degree in Business Administration, specializing in management, from the Université de Moncton. She obtained her economic developers designation from the Economic Developers Association of Canada in September 2000. Her extensive work experience includes running her own business.

Diane Allain, Administrative Assistant

Diane has been the Executive Secretary of the KEC since 1975 and now holds the position of Administrative Assistant. She completed her secretarial studies at Waltham High School in Massachusetts and has since taken various computer-related and administrative courses.

Murielle Dallaire, Secretary

Murielle has been working with the KEC since 1978 either as a full-time or part-time secretary. She completed her secretarial studies at Butler Business College in Connecticut and has since taken various computer-related and secretarial-related courses.

Annual Activity Report

Annual Activity Report
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ANNUAL ACTIVITY REPORT

Introduction

The Kent Economic Commission Inc. (KEC) is providing an overview of the activities undertaken and the results achieved based on the KEC's 2000-2001 work plan and the 2000-2001 Kent Region integrated work plan. The KEC's intervention is mainly concentrated on providing one-on-one counseling to the Kent Region business community. The KEC also has a major responsibility in stimulating business opportunities and economic growth in the Kent Region.

Administration

Under the leadership of the KEC's Board of Directors and its working committees, competent staff and technical support projects were effective in the delivery of the Commission's services and numerous activities.

BOARD OF DIRECTORS

The KEC held five regular meetings Board meetings throughout the year. During the combined annual Board meeting and public meeting, a special meeting was organized with the Honorable Joan MacAlpine, minister of Business New Brunswick, and the deputy minister, Paul Aucoin, to discuss key economic initiatives and the restructuring of regional economic development commissions.

A total of eight meetings of the KEC's two main committees were held.

Management Committee

Roberte Gallant, KEC Treasurer and Committee President
Raymonde de Grandpré
Rose-Marie Haché
Jean-Claude Johnson
Noëlla Maillet

Economic Development Committee

Garth Lawson, KEC Vice President and Committee President
Roger Després
Jean Hudson
Martin LeBlanc
Paul Thébeau

STAFF

Permanent

The permanent KEC staff is comprised of a team of economic development professionals with varied backgrounds and many years of experience in business counselling, business development, and administrative support skills: Guy Léger, Ec.D., general manager; Pierrette Williams, Ec.D., senior development officer; Diane Allain, administrative assistant; and Murielle Dallaire, part-time secretary.

Technical Support

The KEC provided practical office work experience for Charline Pellerin and Martine Melanson, Clément-Cormier High School students, through the cooperative education program and to Jocelyne Thébeau through the Work Ability Program.

A total of three students were hired through the SEED and Summer Career Placement programs to update the Kent Region business data bank. The data collection process was co-supervised by Jonathan Nowlan and Rachelle Doiron. They and Colette Gallant, data collection officer, obtained comprehensive information through telephone interviews with Kent Region businesses, as well as government agencies and departments.

Through ACOA funding, Julie Bastarache was hired as a data entry clerk and Andréa Mazerolle was hired as a data bank update assistant, as well, students were hired for additional weeks to complete the data bank collection process.

Marguerite Jaillet returned to the KEC for a seventh term through the New Brunswick Work Ability Program (previously Job Corps).

TRAINING

Restricted administrative budgets did not permit KEC staff to undertake organized training. However, special funding was received from Industry Canada and ACOA to complete strategic training, which was essential for KEC staff.

- University of Waterloo
  - Economic Developer Certification (Ec.D.)
    Pierrette Williams, September 2000
- Computer training
  - KEC's upgraded computer system
    Diane Allain

Kent Economic Commission Intervention

The 2000-2001 activity report reflects the KEC's two main areas of intervention:

1. **Client Services**
   Direct one-on-one services for individual clients.
2. **Business Development**
   Pro-active development activities, which affect the overall business climate of the region.

1. CLIENT SERVICES

The KEC is part of a network of 13 regional economic development commissions, which serve as the entrepreneur's first contact by offering the following bilingual and confidential services, at no charge:

- Identifying the general and specific needs of Kent Region entrepreneurs.
- Providing advice and guidance in preparing a business plan.
- Acting as a link between entrepreneurs and various levels of governments and providing information on available federal and provincial government programs for financial and technical assistance.
- Providing pertinent information on the Kent Region's economic base through the Kent Region Business Directory, reference library, and socio-economic profiles.
- Providing basic information on available sites, including those in the two industrial parks managed by the KEC.
- Referring entrepreneurs to the appropriate experts, as required.

Three levels of intervention were targeted for the Client Services section during the 2000-2001 fiscal year:

1.1 Access to Capital
1.2 Competitiveness and Growth
1.3 Industrial Parks

1.1 Access to Capital

Objective:
To facilitate access to funding sources and to provide support for promising initiatives.

FOCUS ON CLIENT SERVICES
The KEC strongly believes that the only way to better serve the business community is by providing effective client services.

ACTIVITIES

- A total of eight meetings were held between the Kent Region service providers, TEAM KENT. The activities undertaken included:
    - Planning and preparation of an integrated work plan.
    - Planning and coordination of training activities.
    - Development of sector development tools.
    - Strategic intervention for growth sectors.
    - Discussion on specific client needs.

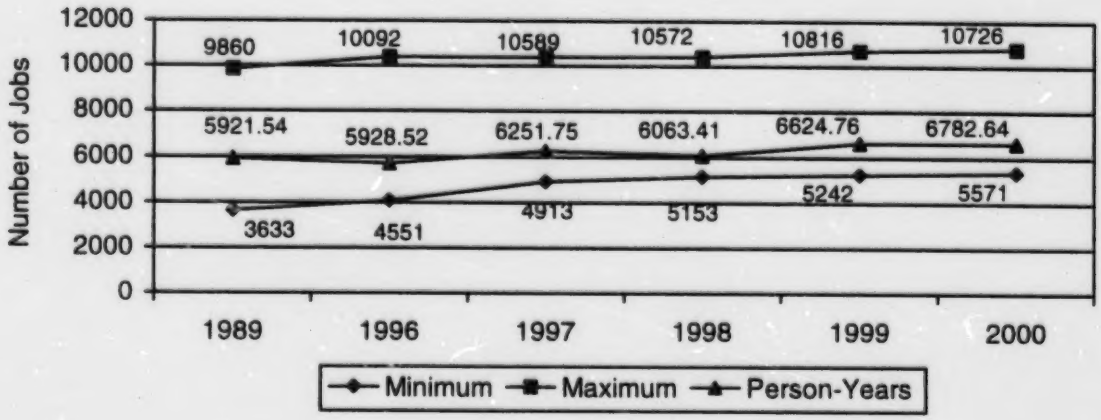
  The members of TEAM KENT include ACOA, Business New Brunswick, Human Resources Development Canada, Training and Employment Development, Agriculture, Fisheries and Aquaculture, Family and Community Services, Kent District Planning Commission, ADEL-Kent-LEDA, and the KEC.
- The KEC, in partnership with Business New Brunswick, organized a business breakfast meeting entitled, "Business New Brunswick's Financial Programs" – 5 participants.
- The Business Development Bank of Canada organized an information session on "Growth Financing", featuring existing and new financial programs.
- The KEC, in partnership with other TEAM KENT members, organized a networking session with the Kent Region's 20 financial institutions to strengthen the liaison between the financial institutions and service providers.
- The KEC participated at the Community Economic Development Technical Assistance Program (CEDTAP) conference in Moncton. This national forum on community economic development provided information on a financial program, which provides funding for regions wishing to implement their own economic solutions for sustainable development.

RESULTS

- KEC's staff provided services to 475 clients. The number of clients served has been very consistent since the 1996-97 fiscal year.
- Existing companies that dealt with the KEC for services were in the priority sectors (manufacturing, selected services, and tourism), 64% compared to 66% in the 1999-2000 fiscal year.
- From the KEC's client base, a total of 85 applications were submitted to various government departments, compared to 106 in the 1999-2000 fiscal year.
- Strategic visits were made to 90 companies, resulting in 43 projects.
- A total of 35 clients received funding through the Self-Employment Assistance Program.
- The Big Cove First Nation decided not to continue their membership with the KEC. The KEC will therefore only provide individual services to the Big Cove business community.

RELEVENT RESULTS

- Approximately 99 new companies were established in 2000, resulting in the creation of 239 jobs. (These figures were based on information available to date and will be modified this summer when the data bank is updated.)
- Based on information available to date, Kent Region companies had a minimum of 5,571 employees on a year-round basis in 2000 compared to 4,551 in 1996, the year the strategy was launched, representing a 22% increase. An additional 5,155 people were hired during the peak season in 2000, compared to 5,541 in 1996, representing a 7% decrease in seasonal employment. The total employment generated by the Kent Region companies in person years (full-time equivalent) was 6,782.64 in 2000, representing an average of 4.4 employees per company compared to 4.1 in 1996, an 8% increase and an additional 0.3 employee per company.



The above graph has been modified to reflect updated information.

TABLE 1

JOB CREATION - NEW COMPANIES - 1996-2001

Sectors	Job Objectives	Actual Jobs				Total Jobs	Projected Jobs	
	1996-2001	1996	1997	1998	1999	1996-99	2000*	2001
Manufacturing	250	276[1]	50	20	16	362	58*	75
Selected Services	-	55	58	87	66	266	26*	70
Tourism and Retail	250	184[2]	113	71	99	467	75*	50
Information Tech.	150	4	4	7	0	15	3*	5
Service	100	113[3]	66	55	43	277	58*	50
Construction	-	28	73	34	60	195	19*	50
Total	750	660	364	274	284	1,582	239*	300

1. Imperial Registers - 45, Kanalflakt - 75, Groupe Berger - 90
2. Bouctouche Bay Ecotourism Project - 46, Tim Hortons (Richibucto) - 28
3. Kent Ambulance - 41

Note: The calculation of job creation takes into account all jobs created minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 2

JOB CREATION - ALL COMPANIES - 1996-2001

Sectors	1996	1997	1998	1999	Growth 1996-99		Projected Jobs	
					#	%	2000*	2001
Manufacturing	3,234	3,615	3,723	3,727	493	+15	3,690*	3,925
Selected Services	1,530	1,561	1,485	1,489	-41	-3	1,360*	1,550
Tourism and Retail	2,839	2,906	2,850	2,880	41	+1	2,901*	2,950
Information Technology	26	28	36	38	12	+46	37*	50
Service	1,400	1,386	1,442	1,572	172	+12	1,630*	1,515
Construction	1,063	1,093	1,036	1,110	47	+4	1,108*	1,150
Total	10,092	10,589	10,572	10,816	724	+7	10,726*	11,140

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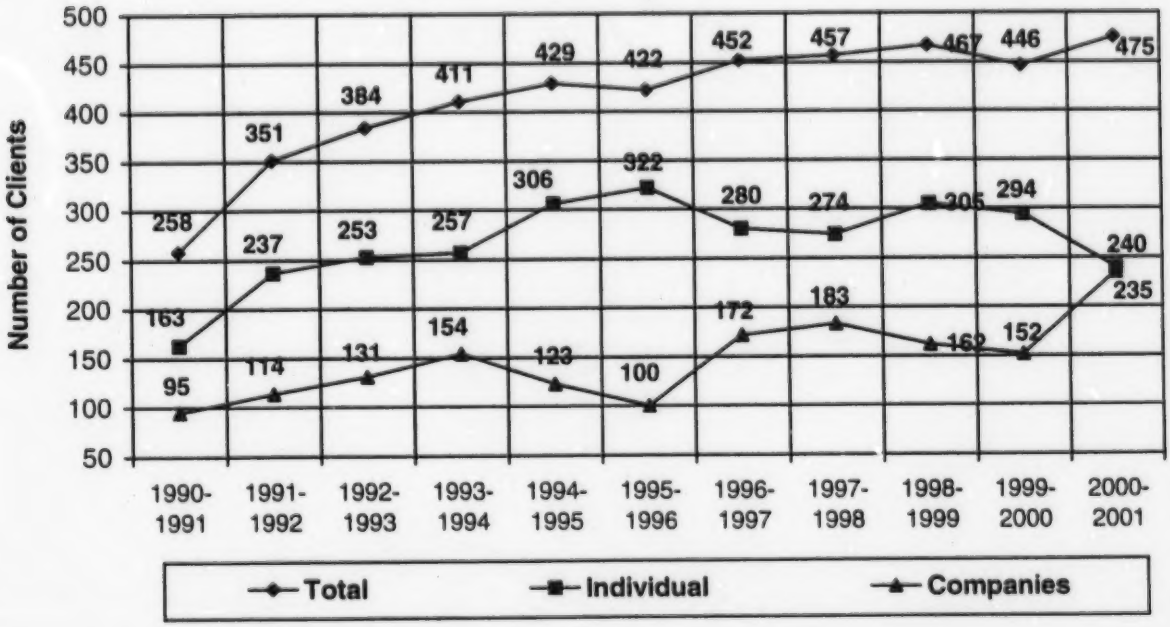
LOOKING AHEAD

The number of clients over the last 10 years has practically doubled and the number of professional resources to provide quality services has been cut by almost 40%. The overwhelming entrepreneurial spirit and culture that has taken root in the region can be attributed to many factors. The credit for this success must be attributed to the entrepreneurs and community leaders who have assumed responsibility for the development of the region. Also, being located close to Moncton, the Kent Region has capitalized from their success. The future also looks promising, with additional resources being injected into newly created CEDAs. This funding is very welcomed in order to proactively undertake new economic activities and benefit from additional professional staff. The new agencies should be in place in the fall of 2001.

CLIENT SUMMARY IN COMPARISON TO PREVIOUS YEARS



All client report figures are based on the number of individual/client projects and therefore exclude repeat contacts for these purposes.

TABLE 3
CLIENT SUMMARY - APRIL 1, 2000 TO MARCH 31, 2001

INDIVIDUALS (235 = 49%)	#	%	EXISTING COMPANIES (240 = 51%)	#	%
Region			**Region**		
Rogersville - Kouchibouguac	55	23%	Rogersville-Kouchibouguac	68	28%
Kent	40	17%	Kent	54	23%
Kent-South	82	35%	Kent-South	101	42%
Outside Kent Region	58	25%	Outside Kent Region	17	7%
TOTALS	235	100%	**TOTALS**	240	100%
Sectors			**Sectors**		
Manufacturing	21	9%	Manufacturing	76	32%
Tourism	40	17%	Tourism	57	24%
Business support services	18	8%	Business support services	18	8%
Service	56	24%	Service	43	18%
Retail	28	12%	Retail	21	9%
Other	19	8%	Other	22	9%
Unknown	53	23%	Unknown	3	1%
TOTALS	235	100%	**TOTALS**	240	100%
Referred by			**Referred by**		
Own initiative	187	80%	Own initiative	135	56%
KEC initiative	11	5%	KEC initiative	82	34%
ADEL - Kent - LEDA	5	2%	ADEL - Kent - LEDA	0	0%
Business New Brunswick	0	0%	Business New Brunswick	3	1%
Other sources	32	14%	Other sources	20	8%
Unknown	0	0%	Unknown	0	0%
TOTALS	235	100%	**TOTALS**	240	100%
Assistance Provided			**Assistance Provided**		
Information only	158	65%	Information only	130	49%
Various technical	60	25%	Various technical	72	27%
Program applications *	24	10%	Program applications *	61	23%
TOTALS	242	100%	**TOTALS**	263	100%

* Some clients submitted more than one application.

The following provides statistical highlights of the present client services in comparison to the same period last year.

	1999-2000	2000-2001	% of Change
Clients	446	475	+6.50%
Program applications	106	85	-19.81%

TABLE 4
TOTAL 2000-2001 PROGRAM APPLICATIONS FOR THE KENT REGION

Programs	Applications Submitted by KEC	Applications Approved*	Total Amount Approved	Jobs Created
GOVERNMENT OF NEW BRUNSWICK◆				
Business New Brunswick				
Trade and Marketing	2	5▲	$13,000	--
Quality Assistance	--	10▲	$48,000	--
Technical Mission	--	5	$10,000	--
Financial Assistance to Industry	1	5	$8,471,750	20
SECAP	1	5	$211,043	13
Loan guarantee	--	--	--	--
TOTAL	4	30	$8,753,793	33
Training and Employment Development				
Entrepreneur	3	15▲	$150,000	23
Student Venture Capital	6	6	$18,000	6
Partners	19	130▲	$720,000	210
Other	3	3	$14,000	3
TOTAL	31	154	$902,000	242
Other Provincial Departments				
Agriculture, Fisheries and Aquaculture	--	--	--	--
Various	--	6	$48,000	
TOTAL	--	6	$48,000	--
GOVERNMENT OF CANADA				
Atlantic Canada Opportunities Agency				
Capital Investment	8	16	$941,244	34
Business Studies	1	1	$5,950	1
Others	4	4	$86,947	2
TOTAL	13	21	$1,034,141	37
Human Resources Development Canada				
Canada Job Fund	15	2	$41,965	13
Other (youth)	22	232	$328,391	232
TOTAL	37	234	$370,356	245
GRAND TOTAL	**85**	**445**	**$11,108,290**	**557**

◆ It is to be noted that fewer provincial government programs were available in the 2000-2001 fiscal year due to departmental restructuring.

* Some applications were not processed by the KEC.

▲ Estimated.

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Other sources	32	14%	Other sources	20	8%
Unknown	0	0%	Unknown	0	0%
TOTALS	235	100%	**TOTALS**	240	100%
Assistance Provided			**Assistance Provided**		
Information only	158	65%	Information only	130	49%
Various technical	60	25%	Various technical	72	27%
Program applications *	24	10%	Program applications *	61	23%
TOTALS	242	100%	**TOTALS**	263	100%

* Some clients submitted more than one application.

The following provides statistical highlights of the present client services in comparison to the same period last year.

	1999-2000	2000-2001	% of Change
Clients	446	475	+6.50%
Program applications	106	85	-19.81%

TABLE 4
TOTAL 2000-2001 PROGRAM APPLICATIONS FOR THE KENT REGION

Programs	Applications Submitted by KEC	Applications Approved*	Total Amount Approved	Jobs Created
GOVERNMENT OF NEW BRUNSWICK◆				
Business New Brunswick				
Trade and Marketing	2	5▲	$13,000	--
Quality Assistance	--	10▲	$48,000	--
Technical Mission	--	5	$10,000	--
Financial Assistance to Industry	1	5	$8,471,750	20
SECAP	1	5	$211,043	13
Loan guarantee	--	--	--	--
TOTAL	4	30	$8,753,793	33
Training and Employment Development				
Entrepreneur	3	15▲	$150,000	23
Student Venture Capital	6	6	$18,000	6
Partners	19	130▲	$720,000	210
Other	3	3	$14,000	3
TOTAL	31	154	$902,000	242
Other Provincial Departments				
Agriculture, Fisheries and Aquaculture	--	--	--	--
Various	--	6	$48,000	
TOTAL	--	6	$48,000	--
GOVERNMENT OF CANADA				
Atlantic Canada Opportunities Agency				
Capital Investment	8	16	$941,244	34
Business Studies	1	1	$5,950	1
Others	4	4	$86,947	2
TOTAL	13	21	$1,034,141	37
Human Resources Development Canada				
Canada Job Fund	15	2	$41,965	13
Other (youth)	22	232	$328,391	232
TOTAL	37	234	$370,356	245
GRAND TOTAL	**85**	**445**	**$11,108,290**	**557**

◆ It is to be noted that fewer provincial government programs were available in the 2000-2001 fiscal year due to departmental restructuring.

* Some applications were not processed by the KEC.

▲ Estimated.

1.2 Competitiveness And Growth

Objective:

To support companies in strategic sectors by helping to improve their competitive edge and growth potential through quality standards, management, marketing, new technologies, and trade, thereby increasing the potential to generate regional economic benefits.

FOCUS ON INFORMATION

Access to relevant and timely information is a key factor to success in today's business world. The KEC strives to provide key information on the Kent Region through a functional data bank and information support system.

ACTIVITIES

- Four students and one adult, hired through various government programs, updated the Kent Region data bank.
- The KEC, in partnership with the New Brunswick Economic Commissions Association (NBECA) and ACOA, purchases from Statistics Canada yearly revised and accurate information on employment, trends, training, etc.
- The KEC, in partnership with the Canada/New Brunswick Business Service Centre, accesses accurate and up-to-date information for the KEC client base.
- KEC staff revised the Kent Region Socio-Economic Profile and five sectorial profiles.

RESULTS

- The 2000 Kent Region Business Directory was completed and is available in hard copy and electronic formats. It is also available on the KEC web site.
- The KEC's data bank is completely revised every year. A total of 167 queries for the private sector, government departments, and KEC's use were done from the KEC data bank during the 2000-2001 fiscal year. This represents an increase of 19% over the previous fiscal year.
- The newly revised Kent Region Socio-Economic Profile is now available and can be obtained at the KEC's office in Bouctouche.

LOOKING AHEAD

Three sub-sector profiles representing growth sectors will be developed during the 2001-02 fiscal year.

The Kent Region web site, which is sponsored by the KEC, will provide more up-to-date information on the region, as well as important events and dates which are crucial for the overall development of Kent Region companies.

FOCUS ON EXPORTS

Companies with export potential are targeted for trade development activities to maximize their growth potential, as this could result in higher job creation for the region.

ACTIVITIES

- The KEC, with the collaboration of specialists, organized two information sessions on exporting through its business breakfast meetings.
  - ➢ "Export: Planning from Domestic to Foreign Markets" with Industry Canada.
  - ➢ "Export: A World of Opportunities" with NBTel, an Alliant company.
- The KEC participated in Trade Team NB's annual conference in Memramcook, in June 2000.
- The KEC promoted "Export Month" in October 2000.
- The Kent and KEC web sites continued to stimulate leads and partnerships with Kent Region companies.
- The KEC worked with five export-ready entrepreneurs in the priority sectors.

RESULTS

- Two new Kent region companies participated in an export readiness seminar.
- Eight existing priority sector companies received one-on-one consulting services to undertake strategic planning for exporting activities.
- Overwhelming intensity in hits, requests, and visits were due to increased visitation by people from all over the world. The Kent Region Business Directory on the KEC web site, which can also be accessed through the Kent web site, was the main attraction.

Year	www.kec.nb.ca			www.kent.nb.ca		
	Hits	Requests	Visits	Hits	Requests	Visits
2000-2001	859,705	49,897	108,213	350,965	12,468	20,963
1999-2000	513,925	7,474	4,875	285,221	6,437	5,135

LOOKING AHEAD

The Kent Region service providers (TEAM KENT) will focus on four sectors: Manufacturing (metal fabrication, wood, and value-added food products), tourism; knowledge-based and information technology; and aquaculture. TEAM KENT will undertake strategic intervention to assist companies in these sectors to be more export-ready. Four companies will be provided professional one-on-one consultation during the 2001-02 fiscal year.

FOCUS ON GROWTH SECTORS

Individual sectors with growth potential are targeted for further development to strengthen and diversify the Kent Region's economic base.

ACTIVITIES

- Strategic entrepreneurial visits (90) were made to companies in the priority sectors (manufacturing, tourism, and business support services).
- Five sector profiles were revised (manufacturing, tourism, information technology, agri-food, aquaculture).
- The KEC was part of a regional evaluation committee regrouping the Southeast, Kent, and Miramichi regions in order to undertake a financial analysis of aquaculture projects for southeastern New Brunswick. The Department of Agriculture, Fisheries and Aquaculture spearheaded this initiative.
- The KEC was part of a committee that organized a major conference and community forum enabling the Bouctouche Watershed area to build sustainable community leadership and to produce the major components for a sustainable rural plan.
- All priority sector companies were invited to participate in seminars, workshops, conferences, etc., organized by the KEC and/or by other economic partners (ACOA, Business New Brunswick, Industry Canada, etc.). KEC staff and Kent Region entrepreneurs participated at:
  - A training session in Moncton on "Lean Manufacturing" offered by Top Tech Groupe Conseil Inc. and organized by ACOA.
  - An information session in Moncton on "Innovation" organized by ACOA.
  - Four Better Business Management Practices (BBMP) workshops in the Kent Region, organized by the KEC.
- The KEC, in partnership with economic partners, undertook, or were asked to be part of various initiatives to develop the tourism sector.
  - Approximately 15-20 Kent Region tourism operators and KEC staff participated in the official launch of the Province of New Brunswick's 2001-02 tourism strategy in Moncton.
  - Approximately 15-20 Kent Region tourism operators and KEC staff participated in the official launch of the 2001 Tourism Marketing Plan in Fredericton.
  - KEC staff, in partnership with economic partners, were part of a committee to improve the process to supervise and coordinate visitor information centers.
  - KEC staff, in partnership with the *Regroupement du littoral acadien,* organized its annual banquet.
  - KEC staff coordinated the organization of a Better Business Management Practices workshop on "Pricing and Cost Control for the Tourism Sector" in Bouctouche.

- The Bouctouche Bay Ecotourism Project, in partnership with the Kent District Planning Commission, the KEC, and UNB - Fredericton, submitted a proposal for a federal program pertaining to "Housing and Sustainable Community". The project was refused.
- Accessing natural gas in the Kent Region was a priority for this fiscal year. Attempts to be part of the North Shore Lateral Task Force group in Bathurst were abandoned, as this group was dissolved because of the limited results obtained to date.

RESULTS

- The Kent Region's growth sectors offering the most job-creation potential are metal fabrication and machining, wood industry, tourism, and value-added food products.

TABLE 5

GROWTH SECTORS								
Sub-Sectors	**Companies**		**Growth**		**Jobs**		**Growth**	
	1996	**2000***	**+/-**	**%**	**1996**	**2000***	**+/-**	**%**
Metal fabrication and machining	16	16*	0	0	404	621*	+217	+54
Wood industry	44	41*	-3	-7	497	629*	+132	+27
Tourism	141	178*	+37	+26	1,176	1,279*	+103	+9
Value-added food products	40	40*	0	0	1,706	1,643*	-63	-4
Total	**241**	**275***	**+34**	**+14**	**3,783**	**4,172***	**+389**	**+10**

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

- The province of New Brunswick has undertaken serious restructuring of its departments. The mandate of several key departments working with resource-based companies has been scaled down. The new mandate and level of intervention will be determined in future months.
- Three Kent Region municipalities (Bouctouche, Rexton and Rogersville) will be part of the new tourism initiative, "My Home Town", which will be launched in New Brunswick's 2001 marketing plan.

LOOKING AHEAD

- The KEC will produce three sub-sector profiles for the following growth sectors: Metal fabrication and machining; wood sector (value-added manufacturing); and food products (value-added).
- The KEC, in partnership with other service providers, will undertake 150 strategic visits, of which the majority will be in the growth sectors.

- The Province of New Brunswick will establish a Community Economic Development Fund, which will provide $3 million annually for the next three years to the province's new Community Economic Development Agencies (CEDAs) to support community, non-commercial projects. A portion of these funds could be allocated for the development of growth sectors in the region.
- TEAM KENT will develop and implement a strategic plan to address labour market needs and training for priority sector companies.

As indicated in Tables 6 through 11, strategic intervention in the priority sectors (manufacturing, business support services and tourism) by the KEC and other Kent Region service providers will result in:

- Manufacturing (Tables 6 and 7)

  The trend established over the past 5 to 10 years persists. Facts indicate that the metal fabrication and machining sector and wood industries are growth sectors. The food industry, which includes fish and food-related products, generate 41% of all jobs in this sector. The peat sector is also a major job creator.

- Business support services (Tables 8 and 9)

  The agri-food sub-sector shows good potential. Continuous support from the government and various service providers are essential to its growth. The sub-sector related to the natural resources (forestry, fisheries and aquaculture, and agri-food) account for 51% of all jobs in this sector.

- Tourism (Tables 10 and 11)

  This sector shows stabilization in job creation. Many sub-sector companies (accommodations, activities, restaurants) have been established over the last five years, which explains the increased job creation in this sector. There is potential for more business opportunities in this sector, but the key in creating the most jobs is for existing and new tourism operators to extend their operating season.

TABLE 6

MANUFACTURING – NEW COMPANIES

Sub-Sectors	Actual Jobs				Total Jobs	Estimated Jobs	
	1996	1997	1998	1999	1996-99	2000*	2001
Food	27	6	0	12	45	28*	10
Beverages	0	0	0	0	0	0*	0
Plastic products	2	4	0	0	6	20*	15
Textile products	2	1	0	0	3	0*	0
Clothing	0	2	0	0	2	0*	0
Wood industries (primary and secondary)	21	17	6	0	44	5*	20
Furniture and fixtures	0	3	0	1	4	0*	1
Paper and allied products	1	0	0	0	1	0*	0
Printing, publishing and allied products	0	0	10	0	10	5*	0
Primary metal	0	0	0	0	0	0*	0
Fabricated metal products	46	3	1	0	50	0*	8
Machinery	75	0	0	0	75	0*	10
Transportation equipment	3	10	2	0	15	0*	3
Electrical and electronic products	0	3	0	0	3	0*	0
Non-metallic mineral products	0	0	0	0	0	0*	0
Refined petroleum products	0	0	0	0	0	0*	0
Chemical and chemical products	90	1	0	0	91	0*	0
Other	9	0	1	3	13	0*	8
TOTAL	**276**	**50**	**20**	**16**	**362**	**58***	**75**

Note: The calculation of job creation takes into account all jobs created minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 7

MANUFACTURING – ALL COMPANIES

Sub-Sectors	Jobs				Growth 1996-99		Estimated Jobs	
	1996	1997	1998	1999	#	%	2000*	2001
Food	1,702	1,789	1,773	1,663	-39	-2	1,636*	1,600
Beverages	4	7	7	7	+3	+75	7*	12
Plastic products	12	15	15	35	+23	+192	57*	75
Textile products	22	30	25	23	+1	+5	16*	30
Clothing	4	4	4	3	-1	-25	5*	5
Wood industries (primary & secondary)	464	516	577	593	+129	+28	598*	650
Furniture and Fixtures	33	33	33	30	-3	-9	31*	40
Paper and allied products	0	0	0	0	0	0	0*	0
Printing, publishing and allied products	8	8	23	8	0	0	14*	16
Primary metal	44	45	56	61	+17	+39	60*	70
Fabricated metal products	283	446	448	468	+185	+65	470*	550
Machinery	77	76	76	88	+11	+14	91*	100
Transportation equipment	19	32	34	48	+29	+153	61*	70
Electrical and electronic products	7	10	10	7	0	0	7*	7
Non-metallic mineral products	378	420	439	472	+94	+25	365*	425
Refined petroleum products	2	2	2	2	0	0	2*	2
Chemical and chemical products	135	136	155	180	+45	+33	233*	250
Other	40	46	46	39	-1	-3	37*	23
TOTAL	**3,234**	**3,615**	**3,723**	**3,727**	**+493**	**+15**	**3,690***	**3,925**

Note: The calculation of job creation takes into account all jobs created minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 8

BUSINESS SUPPORT SERVICES – NEW COMPANIES

Sub-Sectors	Actual Jobs				Total Jobs	Estimated Jobs	
	1996	1997	1998	1999	1996-99	2000*	2001
Agri-Food	9	7	26	6	48	2*	10
Communications	2	0	1	0	3	0*	2
Fisheries and Aquaculture	5	8	2	1	16	0*	10
Financial Institutions	4	0	0	0	4	0*	0
Forestry	0	13	20	31	64	11*	25
Professional Services	21	8	25	20	74	6*	10
Repairs and Equipment	2	8	4	0	14	4*	5
Transportation	10	14	9	4	37	3*	5
Other	2	0	0	4	6	0*	3
TOTAL	**55**	**58**	**87**	**66**	**266**	**26***	**70**

Note: The calculation of job creation takes into account all jobs created, minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 9

BUSINESS SUPPORT SERVICES – ALL COMPANIES

Sub-Sectors	Jobs				Growth 1996-99		Estimated Jobs	
	1996	1997	1998	1999	#	%	2000*	2001
Agri-Food	45	46	78	81	+36	+80	65*	90
Communications	20	36	11	22	+2	+10	21*	25
Fisheries and Aquaculture	182	179	212	145	-37	-20	130*	150
Financial Institutions	197	192	195	197	0	0	197*	197
Forestry	631	643	589	535	-96	-15	429*	550
Professional Services	157	166	177	193	+36	+23	186*	200
Repairs and Equipment	64	67	72	76	+12	+19	85*	90
Transportation	226	223	233	226	0	0	229*	235
Other	8	9	9	14	+6	+75	18*	13
TOTAL	**1,530**	**1,561**	**1,576**	**1,489**	**-41**	**-3**	**1,360***	**1,550**

Note: The calculation of job creation takes into account all jobs created, minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 10

TOURISM AND RETAIL SECTORS – NEW COMPANIES

Sectors and Sub-Sectors	Actual Jobs				Total Jobs	Estimated Jobs	
	1996	1997	1998	1999	1996-99	2000*	2001
TOURISM							
Accommodations	3	11	14	32	60	20*	10
Activities	17	18	7	7	49	5*	5
Restaurants	41	35	11	21	108	15*	10
Other	49	2	2	1	54	0*	5
RETAIL	74	47	37	38	196	35*	20
TOTAL	**184**	**113**	**71**	**99**	**467**	**75***	**50**

Note: The calculation of job creation takes into account all jobs created, minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

TABLE 11

TOURISM AND RETAIL SECTORS – ALL COMPANIES

Sectors and Sub-Sectors	Jobs				Growth 1996-99		Estimated Jobs	
	1996	1997	1998	1999	#	%	2000*	2001
TOURISM								
Accommodations	129	151	166	205	+76	+59	240*	250
Activities	375	411	408	423	+48	+13	418*	425
Restaurants	590	599	585	572	-18	-3	580*	595
Other	72	96	70	60	-12	-17	41*	50
RETAIL	1,673	1,649	1,621	1,620	-53	-3	1,622*	1,630
TOTAL	**2,839**	**2,906**	**2,850**	**2,880**	**+41**	**+1**	**2,901***	**2,950**

Note: The calculation of job creation takes into account all jobs created, minus all jobs which were terminated because of business closures and is based on maximum employment figures.

* Based on information available to date, there are some leads yet to be verified. Final 2000 figures will be available in September 2001.

1.3 Industrial Parks

The KEC owns and manages two industrial parks located in the Kent Region: Bouctouche and Richibucto-Rexton. These designated areas provide an excellent location for strategic companies without compromising the sustainable balance of the Kent Region's economy. Every year, work is done in accordance with the long-term development plan for the parks.

ACTIVITIES

- The KEC received 10 leads to sell land in both industrial parks. Nine of those leads were for the Bouctouche Industrial Park.
- An action plan to facilitate the development of the two parks was developed by the KEC's Economic Development Committee and staff.
- Meetings with the towns of Bouctouche and Richibucto and the village of Rexton were held to discuss the possibility of building second access roads in both parks.

RESULTS

- The village of Rexton has committed to invest in the construction of a second access road in the Rexton side of the Richibucto-Rexton Industrial Park.
- Two lots, representing 8.5 acres, were sold in the Bouctouche Industrial Park. A new manufacturing facility will be established and a service company will expand.

LOOKING AHEAD

- Efforts to secure funding will continue in order to develop access roads for the two Kent Region industrial parks.
- A comprehensive communication plan, prepared especially for the two industrial parks, will be implemented during the next fiscal year.

2. BUSINESS DEVELOPMENT

The KEC strives to become more pro-active and efficient in providing valuable information and guidance to the business community. It has the major responsibility of stimulating business opportunities and economic growth in the Kent Region. The KEC plays a lead role in many strategic initiatives by focusing its efforts on the goals and priorities of the Kent Region Economic Development Strategy, which is the central tool for all economic players to use in order to effectively coordinate the economic activities of the Kent Region.

During 2000-2001, our level of intervention was targeted as follows:

2.1 Kent Region Economic Development Strategy
2.2 Marketing and Promotion
2.3 Networking and Partnerships
2.4 Entrepreneurship

2.1 Kent Region Economic Development Strategy

Focus on Coordination

The Strategy is the CATALYST in joining public and private efforts throughout eight inter-related priority areas of intervention. These enhance the Kent Region's ability to generate and seize sustainable economic opportunities.

THE PRIMARY CONCERNS ARE THE MORE EFFECTIVE USE OF RESOURCES, FOCUSED APPROACHES, AND INCREASED SELF-RELIANCE.

ACTIVITIES

- The Kent Region completed its five-year socio-economic development strategy. The planning and consulting process for the next community-based economic development strategy was postponed because of the restructuring of regional economic development commissions.
- Even with limited resources in the region, the KEC was still able to work on the implementation of several priorities (marketing and sector development).
- Support and guidance were provided in the implementation of local socio-economic development strategies in the Greater Saint-Louis-de-Kent area and in the Greater Rogersville area.
- Consultation was provided to the Big Cove First Nation's economic development strategy, along with fellow economic partners.
- KEC staff, along with groups of very committed community leaders and the business community, was involved in building a sustainable tourism community in the Bouctouche Watershed.
- The southeast Work Ready Work Force Committee (WRWF) organized a "Job Expo" in Moncton on September 23-24, 2000. Five Kent Region companies were among the 40 exhibitors who greeted more than 5,000 visitors at this two-day event. The WRWF Committee was restructured and the Department of Training and Employment Development will be leading this important initiative. The Committee still meets once a month.
- Several meetings were held, regrouping Kent Region community leaders, to look at the possibility of setting up a Regional Community Foundation. The result was that the timing was not appropriate for any Kent Region organization to champion this initiative because of a lack of resources.
- The KEC sits on a committee chaired by the "Société éducative du Nouveau-Brunswick", whose mandate is to encourage home-based business owners to acquire knowledge through new technologies.

- KEC staff was part of an evaluation committee for the Canadian Rural Partnership (CPR) program in Ottawa in July 2000.
- The KEC provided consultation to the Bouctouche and the Richibucto chambers of commerce in a restructuring process.
- The KEC sits on the Bouctouche Watershed Adjustment Committee on Sustainable Development, whose mandate is to:
  - Create a coordination mechanism for the Bouctouche region.
  - Develop an action plan for the development of the Bouctouche Watershed land use plan.
  - Prepare and implement a communication and marketing plan for economic development for sustainable growth.
  - Develop a monitoring mechanism for the preservation of the environment and the ecology.

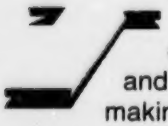
RESULTS

- Through the September 2000 Job Expo's "job wall", 40 entrepreneurs/exhibitors and many others were able to fill more than 1,000 jobs for southeastern New Brunswick (Moncton, Southeast, and Kent regions).
- Efforts to establish a "one-stop center" by regrouping many Kent Region service providers, were of no avail.
- Strong ties exist between the Kent Region business and community leaders and the Kent Region service providers. This will be instrumental when undertaking the next community-based economic development strategy.

RELEVENT RESULTS

The job-creation goals set forth in 1996 to create 750 new jobs over the next five years was attained, and for certain sectors overwhelmingly surpassed (table 1, page 12). Results could have been greater, had the region had access to additional resources (professional resources and funding for strategy initiatives).

LOOKING AHEAD



The province of New Brunswick, in partnership with ACOA, announced that in the fall of 2001, new community economic development agencies will be created. These agencies will work in partnership with the business community and community leaders in order to bring them into economic development decision-making.

The planning and consulting process for a community-based economic development strategy will be initiated in the Kent Region.

2.2 Marketing and Promotion

Objective:

To promote the Kent Region's competitive advantages for business start-ups and expansions by highlighting the good business climate, enviable quality of life, and the many advantages the region has to offer.

FOCUS ON REGIONAL COOPERATIVE MARKETING PLAN

The Kent Region must project the image of a dynamic area, appealing to local entrepreneurs, investors, visitors, consumers, skilled labour, and residents.

ACTIVITIES

- The KEC continued to play a lead role in the implementation of the final year of the Kent Region Cooperative Marketing Plan, which included the following activities:
  - Distribution of promotional tools, developed by the Kent Region Marketing Committee and the KEC.
  - The BDC, a consulting firm, was hired to undertake a consulting and planning process to develop the Kent Region Cooperative Marketing Plan – Wave 2.
  - The promotion of the "wood sector" product card stimulated interest from various New Brunswick regions and caught the attention of two Dutch journalists visiting Canada to produce a Canadian wood sector profile, which will be published in many European newspapers.
  - The revision of the Kent Region web site (www.kent.nb.ca) was ongoing.
- The KEC played a leadership role in the organization of various Kent Region Cooperative Marketing Plan Committee meetings.
- The KEC provided support to the newly created Bouctouche Marketing Committee.
- KEC staff managed the finances of the Marketing Committee.
- The KEC, with the collaboration of a specialist, organized an information session through a monthly business breakfast meeting on "The Myths of Marketing that Affect Your Business".

RESULTS

- The new Kent Region private sector-driven cooperative marketing plan was developed with the participation of more than 100 entrepreneurs, as well as business and community leaders, in March 2001.

RELEVENT RESULTS

There is greater awareness of the Kent Region and its products and services within the region and elsewhere in the province of New Brunswick. The region presented a brand new image by positioning itself as an area with great potential, while building on its natural strengths.

LOOKING AHEAD

The Kent Region business community will implement the newly developed Kent Region private sector-driven cooperative marketing plan, which will reap benefits for the entire region if everyone continues to work together to promote a common goal.

FOCUS ON PROMOTION

The promotion of the KEC's mandate and services, as well as the competitive advantages of the Kent Region, is done through selective media and communication activities.

ACTIVITIES

- KEC staff continued to be actively involved in the community by participating in:
  - The official opening of new companies and launch of new products/services.
  - The annual meetings of local and regional groups.
  - Various municipal and First Nation functions.
  - Networking at various events with Kent Region economic partners.
  - Networking at various events with provincial and national economic partners.

- The KEC's promotion and advertising is planned according to strategic impact. Media groups utilized are:

  - *L'Étoile*
  - *L'Acadie Nouvelle*
  - Times & Transcript
  - *Info-Affaires*
  - Brunswick Business Journal
  - *Le Moniteur*
  - Atlantic Chamber Journal
  - Internet
  - CJSE 89.5
  - CKCW / CFQM
  - CJMO 103
  - CBAFT
  - CBC-TV
  - ATV-ASN
  - Global Television

- KEC staff made presentations to better promote its services:

  - School District 11 high school teachers
  - Mgr-Marcel-François-Richard High School in Saint-Louis-de-Kent (25 participants)
  - Université de Moncton's Political Science class (10 participants)
  - Rogerville's École secondaire Assomption's Career Day Information Fair (500+ participants)
  - Specialty Retail Trade Show in Moncton

- The KEC maintained its web site (www.kec.nb.ca) and the Kent Region web site (www.kent.nb.ca).

RESULTS

- There is a greater awareness of KEC services available to the business community.

- The promotion of the KEC and other Kent Region service providers is directly linked to the success of TEAM KENT and their affiliation with other economic partners (financial institutions, regional and local groups, etc.).

LOOKING AHEAD

The KEC, in partnership with TEAM KENT, will organize two public information sessions to better promote the services of the Kent Region service providers.

2.3 Networking and Partnership

Objective:

The KEC and Kent Region entrepreneurs must develop key network links, as well as strong partnerships with target groups and economic partners, to better collaborate, build lasting relationships, and create meaningful jobs.

FOCUS ON NETWORKING

The KEC must encourage and actively participate in local, regional, provincial, and national networks of economic players, which could have a positive impact on the Kent Region.

ACTIVITIES

- KEC staff actively participated in activities of the following business and economic network groups:
  - Kent Region local chambers of commerce
  - Kent Region Tourist Association (KRTA)
  - Kent Region Women Entrepreneurs
  - *Entrelles*, Association of Kent Region Women
  - New Brunswick Economic Commissions Association (NBECA)
  - Economic Developers Association of Canada (EDAC)
  - ADEL-Kent-LEDA
  - *Conseil économique du Nouveau-Brunswick*
  - Provincial and federal government departments and agencies
  - Kent Region financial institutions
  - Acadian Coastal Drive Committee
  - Richibucto Sustainable Development group
  - Kent Region Economic Development Strategy's Marketing Committee
  - TEAM KENT
  - Kent Region MLAs and MPs
- The KEC's Senior Development Officer attended the annual Economic Developers Association of Canada conference in Calgary, Alberta, in September 2000.

RESULTS

- The KEC established strong partnerships with local, regional, provincial, and national economic partners, which benefits the Kent Region's overall growth.

FOCUS ON COLLECTIVE TOOLS

By providing necessary support to the Kent Region's collective tools (ENBRCC, KRTA, Kent Region Women Entrepreneurs, etc.) to help them achieve their mandates, the Kent Region's economic agencies will be better able to focus on client services.

RESULTS

- Efforts to secure funding in order to establish a pilot project that would result into the Kent Region private sector collective tool initiative, availed no results.

LOOKING AHEAD

An evaluation will be undertaken with the Kent Region's private sector to determine if the need to initiate this innovative project still exists.

2.4 Entrepreneurship

Objective:

To promote, encourage, and support the Kent region business community and those interested in becoming new entrepreneurs through activities and events geared toward developing a strong business culture in the region.

FOCUS ON ENTREPRENEURSHIP

The Kent region has experienced a substantially slow growth over the years. It is very important to create awareness on the many economic opportunities that the region has to offer, as well as promote entrepreneurship as an increasingly popular career option among our youth and the population at large.

ACTIVITIES

- KEC staff made a presentation on entrepreneurship to students from the Mgr-Marcel-François-Richard high school, Saint-Louis-de-Kent – 25 participants.
- The KEC undertook strategic entrepreneurship initiatives to discuss relevant issues and to promote successful Kent region entrepreneurs:
    - Entrepreneurial Gala, October 2000 - 7 award recipients and 130 participants at the Saint-Charles Community Centre in Saint-Charles
    - Business breakfast meetings (6)
    - Profiles of successful entrepreneurs (7)
- The KEC, in partnership with the Business Development Bank of Canada (BDC), organized activities and promoted Small Business Week, October 22-28, 2000
    - Business breakfast meeting - 30 participants
    - Annual entrepreneurial gala
    - Local writer's book launch, in collaboration with the *Société culturelle de Kent-Sud*

- The KEC provided access to documentation and information on entrepreneurship to 235 potential entrepreneurs.
- Several information sessions were organized by the KEC, with the collaboration of specialists in the field:
  - Better Business Management Practices:
    - ⇒ December 2000 – "Stress Management"
    - ⇒ February 2000 – "Performance Management"
  - Business Breakfast Meeting:
    - ⇒ May 2000 –"Quality Management" in partnership with the BDC
    - ⇒ September 2000 – "Minimizing Your Taxes When You Own a Small Business"
- A special committee was established to evaluate a pilot project set up several years ago to stimulate entrepreneurial qualities in youths thinking of quitting school. The ultimate issue was the funding of the program.
- The KEC, in partnership with ACOA, five Kent Region high schools, and the business community, will set up a regional program in order to stimulate activities for youth entrepreneurship.
- Two Kent Region companies will be nominated for the Ernst & Young Entrepreneurship of the Year Award, which will be presented at Canada's most prominent entrepreneurship event recognizing Canada's top entrepreneurs.

RESULTS

- A total of six students started a summer business.
- The activities organized by the KEC related to promoting entrepreneurship resulted in:
  - Seven Kent region business people/organizations were honored at the Kent Region Entrepreneurial Gala, held on October 22, 2000, at the Saint-Charles Community Centre in Saint-Charles:
    - ⇒ **Jean-Claude Richard Memorial Manager of the Year**
      Robert Cantin, Le Phare des services communautaires Inc.
    - ⇒ **Young Entrepreneur of the Year**
      Noël Girouard, NG Woodwork Ltd.
    - ⇒ **Service Organization of the Year**
      Cocagne Cape Port Authority Inc.
    - ⇒ **Woman Entrepreneur of the Year**
      Gisèle Richard, Rexton Village Café
    - ⇒ **New Business of the Year**
      Domaine-sur-mer, Évéline Haché
    - ⇒ **Small- or Medium-Sized Business of the Year**
      La Ferme Michaud Ltée, Bouctouche
    - ⇒ **Maureen Boudreau Memorial Outstanding Citizen of the Year**
      Adélard Cormier, Saint-Paul
  - A total of 130 people attended the Kent Region Entrepreneurial Gala in Saint-Charles.

- A total of 107 people attended 6 business breakfast meetings organized by the KEC.
- Funding was secured to finance a pilot project to stimulate entrepreneurship qualities in youths thinking of quitting school.
- Seventy-five percent of the financing was secured to set up a three-year pilot project, in partnership with five Kent Region high schools and the business community, to establish a regional program to stimulate activities for youth entrepreneurship.

Conclusion

This annual activity report provides a brief overview of the KEC's interventions and many accomplishments during the 2000-2001 fiscal year. Additional information on the activities included in this report is available at the Kent Economic Commission.

The Kent Region has just completed its first experience in undertaking a five-year community-based economic development (CED) strategy. It is important to remember that CED is a process that aims to influence and transform socio-economic activities to improve the quality of life and well being of the community as well as its residents.

The process was somewhat successful and the achievements were significant. There are many elements which could have been better coordinated in order to establish a more successful CED model. One such element is that there must be a stronger partnership between the private and public sectors if the next CED process is to be successful. Another element which also affected the end results of the process was the lack of access to proper resources.

The region has come a long way and has achieved much success in enhancing the quality of life, the range of employment, and business opportunities.

The Kent Region welcomes the province of New Brunswick's new approach to economic development. We are confident that the region's experience with CED will be instrumental and essential for the long-term development of the region.

Special thanks to the many Kent Region businesses, organizations, and leaders who played and continue to play a key role in the KEC and the overall development of the Kent Region.

The Future is Ours!

Financial Report

KENT ECONOMIC COMMISSION INC.

ANNUAL FINANCIAL REPORT

Year ended March 31, 2001

AUDITORS' REPORT

To the directors of
Kent Economic Commission Inc.

We have audited the balance sheets of the general and capital funds of *KENT ECONOMIC COMMISSION INC.* as at March 31, 2001 and the statements of income and changes in fund balances for the year then ended. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Commission as at March 31, 2001 and the results of its operations for the year then ended in accordance with generally accepted accounting principles.

LeBlanc Nadeau Bujold
Chartered Accountants

Shediac, New Brunswick
May 18, 2001

KENT ECONOMIC COMMISSION INC.

INCOME

Year ended March 31,	2001	2000
REVENUES		
Canada/New Brunswick Cooperation Agreement on Economic Development (note 10)	$ 188,035	$ 230,690
Municipalities' contribution (note 11)	22,392	24,791
Other revenues (schedule A)	6,059	6,388
Other sources (schedule B)	10,750	-
Special projects (schedule C)	29,391	66,666
Strategic projects (schedule D)	17,560	-
	274,187	328,535
EXPENSES		
Salaries	114,884	114,786
Benefits	15,943	15,621
Advertising and promotion	1,249	-
Annual meeting and report	5,010	6,224
Bank, audit and legal fees	4,147	3,188
Board of directors, committee and business meetings	5,026	4,814
Business trips	4,764	6,325
Car expenses	8,605	8,634
Equipment leases and maintenance	2,012	842
Entrepreneurship center/library	-	159
Furniture and equipment	-	189
Harmonized sales tax expense	3,523	2,982
Insurance	2,824	1,452
Memberships, subscriptions and economic tools	1,514	2,996
Miscellaneous	546	332
Prior year's deficit	494	111
Registrations, conventions and seminars	535	1,175
Rent, electricity and maintenance	21,111	21,973
Stationery and office supplies	9,043	6,877
Telephone, fax and postage	7,607	9,138
Technical work	8,562	8,179
Web site	-	800
25th Anniversary	1,762	-
Incremental projects	-	29,655
Special funding project	-	15,911
Special projects (schedule C)	34,416	66,666
Strategic projects (schedule D)	17,560	-
	271,137	329,029
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	$ 3,050	$ (494)
TRANSFER TO CAPITAL FUND	$ 3,535	$ -

CHANGES IN FUND BALANCES
Year ended March 31,

	Capital asset fund	Restricted	Unrestricted	2001 Total	2000 Total
FUND BALANCES, BEGINNING	$ 590,091	$ (494)	$ 22,589	$ 612,186	$ 593,225
Excess (deficiency) of revenues over expenses	37,453	3,050	(4,040)	36,463	18,850
Prior year's deficit transferred to expenses	-	494	-	494	111
Transfer to capital fund	3,535	(3,535)	-	-	-
FUND BALANCES, ENDING	$ 631,079	$ (485)	$ 18,549	$ 649,143	$ 612,186

KENT ECONOMIC COMMISSION INC.

BALANCE SHEET
GENERAL FUND
March 31.

	2001	2000
ASSETS		
CURRENT ASSETS		
Cash	$ -	$ 3,444
Accounts receivable (note 4)	33,264	50,203
Prepaid expenses	204	204
	33,468	53,851
NOTE RECEIVABLE, without interest or fixed repayment conditions	20,000	23,000
	$ 53,468	$ 76,851
LIABILITIES		
CURRENT LIABILITIES		
Bank overdraft	$ 1,508	$ -
Bank loan (note 6)	-	10,000
Accounts payable (note 7)	3,137	3,107
Deferred contributions (note 8)	23,759	37,149
Due to capital fund	7,000	4,500
	35,404	54,756
FUND BALANCES		
EXTERNALLY RESTRICTED		
Balance - beginning of the year	(494)	(111)
Prior year's deficit transferred to expenses	494	111
Transfer to capital fund	(3,535)	-
	(3,535)	-
Surplus (deficit) - current year (note 3)	3,050	(494)
Balance - end of the year	(485)	(494)
UNRESTRICTED (note 9)	18,549	22,589
	$ 53,468	$ 76,851

APPROVED

Robert Seaman, director

KENT ECONOMIC COMMISSION INC.

BALANCE SHEET
CAPITAL FUND
March 31,

	2001	2000
ASSETS		
CURRENT ASSETS		
Cash	$ 278	$ 464
Accounts receivable	272	116
Due from general fund	7,000	4,500
	7,550	5,080
NOTE RECEIVABLE, without interest	19,540	-
CAPITAL ASSETS (note 5)	603,989	585,011
	$ 631,079	$ 590,091
FUND BALANCES		
Balance - beginning of the year	$ 590,091	$ 573,810
ADD:		
Grant-Canada/New Brunswick Infrastructure Program - Improvements to industrial parks	-	7,965
Special funding - ACOA	10,280	-
Special funding - Other	3,809	-
Transfer from unrestricted funds	8,692	-
Interest income	80	55
Equipment contributed by the General Fund	-	-
Sale/lease of land	27,570	7,778
Excess of insurance proceeds over book value of computer equipment	-	6,424
Miscellaneous	1,653	1,400
Transfer from general fund	3,535	-
LESS:		
Amortization	10,259	6,520
Administrative fees	400	775
Miscellaneous	102	46
Surveying costs	3,870	-
	631,079	590,091
	$ 631,079	$ 590,091

NOTES TO FINANCIAL STATEMENTS
March 31, 2001

1. STATUTES OF INCORPORATION AND NATURE OF ACTIVITIES

Kent Economic Commission Inc. is a non-profit organization and offers various services related to entrepreneur's requirements. The Commission is incorporated under the Canada Corporation Act as a non-profit organization and as such is exempt from income tax by virtue of Paragraph 149(1) of the Income Tax Act.

2. SIGNIFICANT ACCOUNTING POLICIES

Fund accounting

Revenues and expenses related to program delivery and administrative activities are reported in the General Fund.

The Capital Fund reports the assets, liabilities, revenues and expenses related to capital assets.

Revenue recognition

Restricted contributions are recognized as revenue of the appropriated fund in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue of the appropriate fund when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Capital assets

Purchased capital assets are recorded in the Capital Asset Fund at cost.

Amortization is calculated on their useful life using the diminishing balance method at the following rates:

Furniture and equipment	20 %
Computer equipment	50 %

3. DEFICIT-CURRENT YEAR

The net deficit for the year (after transfer) in the General Fund will be included as an expense in the year ending March 31, 2002.

NOTES TO FINANCIAL STATEMENTS
March 31, 2001

4. ACCOUNTS RECEIVABLE

	2001	2000
Trade	$ 15,408	$ 30,001
Sales tax	3,991	5,543
Other	13,865	14,659
	$ 33,264	$ 50,203

5. CAPITAL ASSETS

	Cost	Accumulated amortization	2001 Net book value	2000 Net book value
Land	$ 564,279	$ -	$ 564,279	$ 561,360
Furniture and equipment	61,587	55,300	6,287	7,858
Computer equipment	129,030	95,607	33,423	15,793
	$ 754,896	$ 150,907	$ 603,989	$ 585,011

6. BANK LOAN

The Commission has an authorized line of credit of $50,000, bearing interest at prime rate plus 1% and is renewable on October 16, 2001.

7. ACCOUNTS PAYABLE

	2001	2000
Trade	$ 3,107	$ 3,107
Other	30	-
	$ 3,137	$ 3,107

NOTES TO FINANCIAL STATEMENTS
March 31, 2001

8. DEFERRED CONTRIBUTIONS

Deferred contributions reported in the General Fund relate to restricted operating funding received in the previous years that relate to a subsequent years. The deferred contribution includes $20,000 received during the year ended March 31, 1996 under Canada/New Brunswick Cooperation Agreement on Economic Development for the eventual one-stop center.

9. UNRESTRICTED FUNDS

	2001	2000
BALANCE- beginning of the year	$ 22,589	$ 19,526
Administration fees	400	775
Directories	1,256	1,160
Equipment rentals and service fees	4,815	4,490
Miscellaneous	239	1,000
Various projects	-	(45)
Unrestricted fund transfer	(6,400)	-
Transfer of funds to special projects	(4,350)	(4,317)
BALANCE - end of the year	$ 18,549	$ 22,589

10. CANADA/NEW BRUNSWICK COOPERATION AGREEMENT ON ECONOMIC DEVELOPMENT

	2001	2000
Canada/New Brunswick Cooperation Agreement on Economic Development	$ 188,035	$ 228,035
Carry over from previous years	-	2,655
	$ 188,035	$ 230,690

NOTES TO FINANCIAL STATEMENTS
March 31, 2001

11. MUNICIPALITIES' CONTRIBUTION

The municipalities covered by the Kent Economic Commission Inc. pursuant to the sharing formula with the Province of New Brunswick were responsible for $ 22,392 of the Commission's approved budget. This is allocated as follows:

	2001	2000
Big Cove First Nation	$ -	$ 3,465
Town of Bouctouche	6,390	6,086
Village of Rexton	2,396	2,282
Town of Richibucto	4,446	4,234
Village of Rogersville	3,011	2,868
Village of Saint-Antoine	3,141	2,991
Village of St-Louis-de-Kent	3,008	2,865
	$ 22,392	$ 24,791

12. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with the presentation used in the current year.

SCHEDULES A AND B - ADDITIONAL INFORMATION
Year ended March 31,

	2001	2000
A - OTHER REVENUES		
Interest income	$ 1,057	$ 1,138
Blue Cross administration	1,220	1,120
Miscellaneous	3,782	4,130
	$ 6,059	$ 6,388
B - OTHER SOURCES		
Transfer of funds to special projects	4,350	-
Unrestricted fund transfer	6,400	-
	$ 10,750	$ -

SCHEDULES C AND D - ADDITIONAL INFORMATION

Year ended March 31. **2001** 2000

C - SPECIAL PROJECTS

	Initial Grant	Total revenues	Total expenses	KEC net contribution	Net
Better Business Management Seminars	$ 970	$ 970	$ 970	$ -	$ -
Carryover	4,086	4,086	4,086	-	-
Data Bank	6,450	6,450	9,812	(3,362)	-
PEMDI	1,531	1,531	3,194	(1,663)	-
Book Launch	124	124	124	-	-
Summer Career Placements	3,550	3,550	3,550	-	-
Work Ability	8,683	8,683	8,683	-	-
Sponsored Breakfast Meetings	300	300	300	-	-
Other Projects	3,697	3,697	3,697	-	-
Total	$ 29,391	$ 29,391	$ 34,416	$ (5,025)	$ -

D - STRATEGIC PROJECTS

	Program 1.3	ACOA	Total revenues	Total expenses	Net	Net
Strategic Sectors Profile Updates	$ 1,000	$ 357	$ 1,357	$ 2,550	$ (1,193)	$ -
Better Business Mgmt Practices	2,000	714	2,714	2,000	714	-
Breakfast/Information Sessions	2,520	1,673	4,193	2,429	1,764	-
Entrepreneurship Activities	500	178	678	500	178	-
Sustainable Development	500	-	500	500	-	-
Youth Entrepreneurship Initiative	843	1,203	2,046	2,700	(654)	-
Data Base Technology Upgrade	3,000	-	3,000	3,809	(809)	-
Entrepreneurship Dev. Info. Sessions	250	2,822	3,072	3,072	-	-
Total	$ 10,613	$ 6,947	$ 17,560	$ 17,560	$ -	$ -